

## **LIBRARIAN TRACK**

### **DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #13**

COURSE TITLE: 3<sup>rd</sup> Annual Army Knowledge Symposium  
Decision Dominance: Mitigating Risk in an Unpredictable World

LOCATION: King of Prussia, Pennsylvania  
(Radisson Valley Forge Hotel & Convention Center).

DATES: 11-15 August 2003

WEBSITE: <http://www.armyknowledgesymposium.org/>

RELATED WEBSITES: <http://www.km.gov/>

COST: Registration – \$280.00

Maximum Per Diem: \$165.00 per day

Transportation: Obtain estimate from Official Travel Office

DESCRIPTION: Sponsored by the Army Chief Information Office, the theme of this year's symposium is Decision Dominance: Mitigating Risk in an Unpredictable World, and will include sessions on knowledge lessons learned during Operation Iraqi Freedom, increasing collaboration across Army organizations to support mission critical goals, developing enterprise solutions that improve individual and organizational decision-making, applying just-in-time learning to enhance training and readiness, and applying e-Army concepts to streamline processes and increase effectiveness. Several Army librarians are participating in the presentations on taxonomy.

If selected for this developmental assignment, you will attend a 2-day short course on Knowledge Management/Army Knowledge Management Practices on the first two days (11 & 12 Aug) of the symposium. For a course description and overview of topics, go to <http://www.armyknowledgesymposium.org/akmt.html> or click on the ACTEDS link on the main page of the AKM Symposium website.

## **DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #14**

COURSE TITLE: Branding Master Class: Fine-Tuning Information Service Brands

LOCATION: Virtual

DATE: 24 September 2003

WEBSITE:

<http://www.sla.org/content/Events/distance/virtsem2003/92403virtsem.cfm>

COST: Member \$95; Non-Member \$145

DESCRIPTION: The presentation concentrates on advanced branding concepts for libraries and information services. Brand-building strategies that center on colors, logos, names, and taglines skim only the surface of branding. These visual characteristics merely represent the brand. The actual brand is how customers think and feel about what a library/information service does and what it stands for. Crafting strategies that can impact the intangible aspects of a brand and its relationship with customers is the focus of this master class in branding. The presentation will concentrate on advanced branding concepts aimed at adding depth to information service brand management strategies.

### **CRITICAL LEARNING QUESTIONS:**

1. What is a brand portfolio, how is it defined, and what role does it play in brand management?
2. How can an information service brand be revitalized?
3. What are the best long-term brand management strategies for taking advantage of opportunities?
4. How can some common information services branding challenges be successfully overcome?

Seminar Leader Chris Olson has been a marketing consultant for 18 years. As a marketing consultant, she has crafted, implemented, rescued and revitalized innumerable information product and service brands. Her experience includes all aspects of brand management, from researching marketplace perceptions to outlining brand position statements to brand communication and product strategies. Chris has been involved with information service brands on international scales, in network communities, and at regional and local levels. She brings an in-depth understanding and pragmatic approach to information service branding in both traditional and electronic environments to her presentations. Her MLS is augmented with graduate degree in Business. Since 1984 Chris has been a marketing consultant helping librarians implement a wide range of marketing and communications projects. She has taught marketing management courses in a graduate library school program, and in the 1980's led marketing courses for SLA's CE and MMI programs. Chris has delivered numerous talks, been a conference keynote speaker, and a meeting facilitator on a wide range of library marketing-related topics and issues.

**DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #15**

COURSE TITLE: Dynamic Listening Skills for Successful Communication

LOCATION: New York, NY & Chicago, IL

DATES: 25-26 August (NYC) & 15-16 September (Chicago)

WEBSITE: <http://www.amanet.org/government/seminars/2271.htm>

COST: \$1,156.70

Maximum Per Diem: \$258.00 for NYC & \$205.00 for Chicago

Transportation: Obtain Estimate from Official Travel Office

DESCRIPTION: When was the last time you wanted to scream: "Is anyone listening?" Well, you're not alone. Although all of us have been talking and listening to one another, we may not be communicating. In a working environment defined by diversity, stress and uncertainty, it is not surprising that misunderstandings abound.

But help is on the way! This powerful seminar delivers The Strategic Verbal Communication System—an easy-to-learn process that enhances communication and encourages productive interactions.

See course description at URL above for more information on who should attend and what will be covered.

**DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #16**

COURSE TITLE: Customer Service Excellence: How to Win and Keep Customers

LOCATION: Chicago, IL

DATES: 4-5 September

WEBSITE: <http://www.amanet.org/government/seminars/5165.htm>

COST: \$1,285.70

Maximum Per Diem: \$205.00

Transportation: Obtain Estimate from Official Travel Office

DESCRIPTION: In today's customer-oriented business environment, "people skills" are critical for personal and organizational success. How you handle your customers can directly affect your individual goals as well as your team and company's performance. This seminar gives you the skills you need to communicate professionalism, gain respect, enhance customer relationships and secure an overall competitive advantage.

See course description at URL above for more information on who should attend and what will be covered.

## **DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #17**

**COURSE TITLE:** Communication and Interpersonal Skills: A Seminar for Technical Professionals

**LOCATION:** San Francisco, Chicago, New York, Washington, DC, & Dallas

**DATES:** 4-6 August (S.F.), 6-8 August (Chicago), 20-22 August (NYC),  
3-5 September (D.C.), 8-10 September (Chicago), 10-12 September (Dallas),  
17-19 September (NYC)

**WEBSITE:** <http://www.amanet.org/government/seminars/2576.htm>

**COST:** \$1,349.00

Maximum Per Diem: For per diem in various cities, go to  
<http://www.policyworks.gov/org/main/mt/homepage/mtt/perdiem/perd03d.html>

Transportation: Obtain Estimate from Official Travel Office

**DESCRIPTION:** You have the “hard side” of your job down pat. But how about the “soft side?” Your interpersonal skills can spell the difference between success and failure in actually getting your job done.

Improve every aspect of your working relationships! Spend three days at this intensive learn-by-doing seminar that has been carefully tailored to meet your unique needs, concerns and challenges as a technical professional in today's business environment.

See course description at URL above for more information on who should attend and what will be covered.

## **DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #18**

**COURSE TITLE:** Building Better Work Relationships, New Techniques for Results-Oriented Communication

**LOCATION:** Chicago, San Diego, New York, Atlanta, Philadelphia, & Dallas

**DATES:** 13-15 August (Chicago), 20-22 August (San Diego), 10-12 September (NYC), 22-24 September (Atlanta & Philadelphia), 24-26 September (Dallas)

**WEBSITE:** <http://www.amanet.org/government/seminars/2235.htm>

**COST:** \$1,396.00

Maximum Per Diem: For per diem in various cities, go to <http://www.policyworks.gov/org/main/mt/homepage/mtt/perdiem/perd03d.html>

Transportation: Obtain Estimate from Official Travel Office

**DESCRIPTION:** We have all heard the phrase: "It's not what you say but how you say it that counts." But how many people really know what that means? In this seminar, you'll discover the importance of effective communication and how to be sure that the message you're sending out is what you really want to communicate.

You'll become more of a "conscious communicator"—one who knows exactly what you want to say every time you communicate...as well as knowing the impact your message has on the listener.

After only three days, you'll learn how to step into someone else's shoes...see and hear through that person's eyes and ears. You'll discover how to build, deepen and maintain rapport and trust—qualities that are essential in making communication and relationships work. And you'll be able to perceive "realities" other than your own...see other people's perspectives, and thus expand your expectations of others and get better results. You will enhance your ability to truly understand other people—to empathize with them, relate to them and influence them.

See course description at URL above for more information on who should attend and what will be covered.

## **DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #19**

**COURSE TITLE:** Management Skills for New Managers

**LOCATION:** New York, San Diego, Chicago, Myrtle Beach, Boston, Philadelphia, Houston, Washington, DC, & San Francisco

**DATES:** 13-15 August (NYC & San Diego), 18-20 August (Chicago), 20-22 August (Myrtle Beach, SC), 25-27 August (Boston), 3-5 September (NYC), 8-10 September (Chicago), 10-12 (Philadelphia), 15-17 September (Houston), 17-19 September (Washington, DC), 24-26 September (San Francisco).

**WEBSITE:** <http://www.amanet.org/government/seminars/2238.htm>

**COST:** \$1,415.00

Maximum Per Diem: For per diem in various cities, go to <http://www.policyworks.gov/org/main/mt/homepage/mtt/perdiem/perd03d.html>

Transportation: Obtain Estimate from Official Travel Office

**DESCRIPTION:** Understand how business trends affect the way you manage and identify the skills you need to keep up with these changes. This unique course combines a wide range of managerial topics with Ken Blanchard's Situational Leadership II models assessment instrument. Together, they will provide you with a foundation for both short-term success and long-term growth.

Course goals include:

Enhance your management ability and gain a deeper understanding of management's roles and responsibilities.

Use improved communication to effectively set expectations for your direct reports.

Adapt your leadership style to meet the needs of individual team members

Communicate organizational goals effectively.

Gain familiarity with diversity issues and know what actions to take.

Learn a six-step method for successful delegation.

Improve your staff members' performance through a proven-effective coaching model.

Capitalize on your direct reports' natural motivators for success.

See course description at URL above for more information on who should attend and what will be covered.

**DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #20**

COURSE TITLE: Digitizing Historic Documents

LOCATION: United States Military Academy Library

DATES: TBD

WEBSITE: <http://usmalibrary.usma.edu/>

COST: Registration – none

Maximum Per Diem: \$159.00

Transportation: Obtain estimate from Official Travel Office

DESCRIPTION: Provides participants with an understanding of the digitization process including: the selection of server hardware, identification of material suitable for scanning, selecting the appropriate scanning method, scanning process, use of Photoshop software, descriptive metadata, use of ContentDM application software, and set up of interface pages. Participant should become familiar with the introductory information on the ContentDM website <http://contentdm.com/> before leaving on TDY.



## **DEVELOPMENTAL ASSIGNMENT OPPORTUNITY FOR FY 2003 -- #21**

**COURSE TITLE:** My Developmental Assignment. Short-term training, seminar, or conference of your choice offered by state/regional professional association, accredited college or university, vendor, or other organization and the course/training is closely aligned to your present professional position/duties.

**LOCATION:** Your Choice

**DATES:** Training/Seminar/Conference must be completed by  
30 September 2003.

**COST:** Tuition or Registration quotation must be supplied by the applicant.

Maximum Per Diem based upon published government rates for each location.

Transportation: Obtain an estimate from your local official travel office and include it in your application packet.

**DESCRIPTION:** Applicant must supply a course/conference training description, including the dates, registration form and fee, and name and telephone number for a point of contact.

Careerists interested in IT courses are referred to the distance learning courses available free to Army civilians at <https://www.atrrs.army.mil/channels/eLearning/smartforce/>. IT courses, including those on integrated library systems and web development, will not be funded by ACTEDS.